

Remit Address:

WRAL-TV Accounting Department PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

Billing Address:

Strategic Media Placement Attention: Accounts Payable 7669 Stagers Loop Delaware, OH 43015



Advertiser	Renee Ellmers for Congress
Product	ELLMERS 10/24
Estimate Number	3008

Invoice #	119767-2
Invoice Date	11/11/12
Invoice Month	November 2012
Invoice Period	10/29/12 - 11/04/12

Station	WRAL		
Account Executive	Cheryl Blair		
Sales Office	Washington Telerep		
Sales Region	National		

]	Order #	119767
	Alt Order #	06392485
	Deal #	
1	Order Flight	10/24/12 - 11/06/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	
Product Code	

Agency Ref	
Advertiser Ref	

Line	Channel Description	Time	Day	Date	Length	n Air Time	Ad-ID	Rate	Reconciliation	Ref #
7	WRAL CBS This Morning	7am - 9am	-	•			•	•		
	CLASS 4 CANDIDATE R9.26									
				2 to 10/28/12	1x	TF				
	WRAL		M	10/29/12	:30	8:29 AM	TVGENRE1202H	\$175.00	MG for 7.1 10/26	2
•	WDAL WDAL 5 00 AM N	500 C-	CLASS	4 CANDIDATE	: H9.26					
8	WRAL WRAL 5:30AM News CLASS 4 CANDIDATE R9.26	530-6a								
				2 to 11/04/12	3x	MTWTF				
	WRAL		М	10/29/12	:30	5:29 AM	TVGENRE1202H	\$250.00		1
	WRAL		Tu	10/30/12	:30	5:55 AM	TVGENRE1202H	\$250.00		2
	WRAL		Th	11/01/12	:30	5:28 AM	TVGENRE1202H	\$250.00		3
9	WRAL 6pm News (M-F) CLASS 4 CANDIDATE R9.26	6-630p								
			10/29/1	2 to 11/04/12	3x	MTWTF				
	WRAL		M	10/29/12	:30	6:12 PM	TVGENRE1202H	\$650.00		3
	WRAL		Th	11/01/12	:30	5:59 PM	TVGENRE1202H	\$650.00		1
	WRAL		F	11/02/12	:30	6:28 PM	TVGENRE1202H	\$650.00		2
10	WRAL Late News CLASS 4 CANDIDATE R9.26	11-1135p								
			10/29/1	2 to 11/04/12	3x	MTWTFSS				
	WRAL		Th	11/01/12	:30	11:27 PM	TVGENRE1202H	\$650.00		3
	WRAL		F	11/02/12	:30	11:24 PM	TVGENRE1202H	\$650.00		1
	WRAL		Sa	11/03/12	:30	12:28 AM	TVGENRE1202H	\$650.00		2
				to football rund to football rund						
11	WRAL WRAL 5am News CLASS 4 CANDIDATE R9.26	5am - 5:30a								
				2 to 11/04/12	3x	MTWTF				
	WRAL		M	10/29/12	:30	4:59 AM	TVGENRE1202H	\$150.00		2
	WRAL		Tu	10/30/12	:30	5:25 AM	TVGENRE1202H	\$150.00		3
	WRAL		W	10/31/12	:30	5:08 AM	TVGENRE1202H	\$150.00		1
12		7-9a								



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Aired Spots

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Line Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
WRAL WRAL Sun Morning News									
CLASS 4 CANDIDATE R9.26									
		10/29/12 to	11/04/12	1x	S				
WRAL		Su	11/04/12	:30	8:52 AM	TVGENRE1202H	\$150.00		1

Gross Total \$5,425.00

14

Agency Commission \$813.75

Payment Terms 30 Days **Net Amount Due** \$4,611.25